



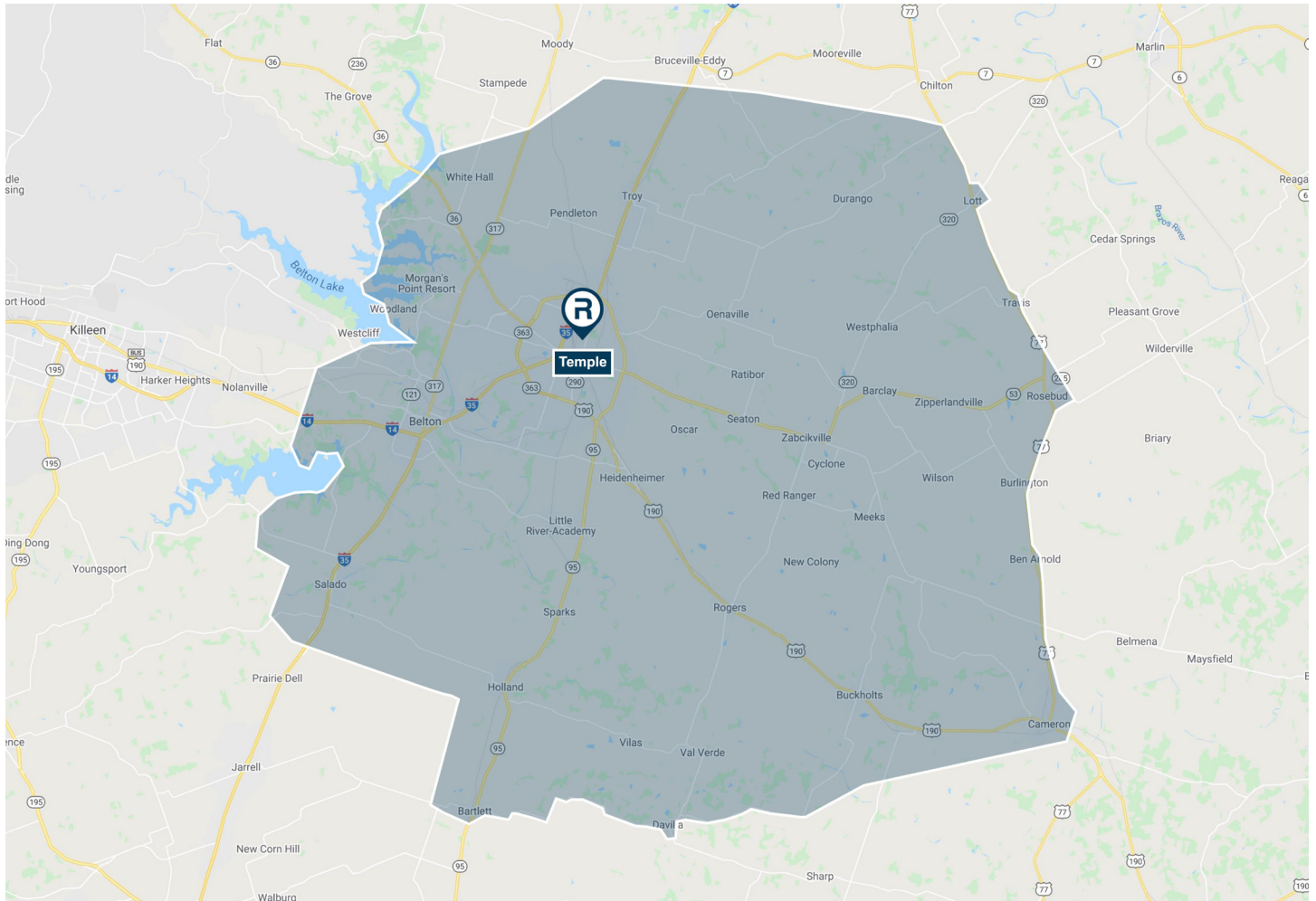
The**Retail**Coach[®]

Primary Retail Trade Area Demographic Profile

TEMPLE, TEXAS

Prepared for Temple Economic Development Corporation
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Primary Retail Trade Area



Prepared for:



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Primary Retail Trade Area • Demographic Profile

Temple, Texas

DESCRIPTION	DATA	%
Population		
2026 Projection	168,164	
2021 Estimate	157,368	
2010 Census	136,266	
2000 Census	114,279	
Growth 2021 - 2026		6.86%
Growth 2010 - 2021		15.49%
Growth 2000 - 2010		19.24%
2021 Est. Population by Single-Classification Race	157,368	
White Alone	109,509	69.59%
Black or African American Alone	20,097	12.77%
Amer. Indian and Alaska Native Alone	1,159	0.74%
Asian Alone	3,432	2.18%
Native Hawaiian and Other Pacific Island Alone	243	0.15%
Some Other Race Alone	16,997	10.80%
Two or More Races	5,931	3.77%
2021 Est. Population by Hispanic or Latino Origin	157,368	
Not Hispanic or Latino	112,268	71.34%
Hispanic or Latino	45,100	28.66%
Mexican	38,599	85.59%
Puerto Rican	1,801	3.99%
Cuban	172	0.38%
All Other Hispanic or Latino	4,529	10.04%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	45,100	
White Alone	24,166	53.58%
Black or African American Alone	793	1.76%
American Indian and Alaska Native Alone	530	1.18%
Asian Alone	116	0.26%
Native Hawaiian and Other Pacific Islander Alone	64	0.14%
Some Other Race Alone	16,838	37.34%
Two or More Races	2,592	5.75%
2021 Est. Pop by Race, Asian Alone, by Category	3,432	
Chinese, except Taiwanese	518	15.09%
Filipino	624	18.18%
Japanese	118	3.44%
Asian Indian	969	28.23%
Korean	346	10.08%
Vietnamese	482	14.04%
Cambodian	22	0.64%
Hmong	0	0.00%
Laotian	77	2.24%
Thai	28	0.82%
All Other Asian Races Including 2+ Category	249	7.26%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	157,368	
Arab	204	0.13%
Czech	4,318	2.74%
Danish	290	0.18%
Dutch	1,362	0.87%
English	10,365	6.59%
French (except Basque)	2,882	1.83%
French Canadian	488	0.31%
German	18,880	12.00%
Greek	93	0.06%
Hungarian	273	0.17%
Irish	11,826	7.52%
Italian	2,889	1.84%
Lithuanian	35	0.02%
United States or American	7,669	4.87%
Norwegian	900	0.57%
Polish	1,319	0.84%
Portuguese	231	0.15%
Russian	341	0.22%
Scottish	2,733	1.74%
Scotch-Irish	1,694	1.08%
Slovak	97	0.06%
Subsaharan African	684	0.44%
Swedish	1,022	0.65%
Swiss	538	0.34%
Ukrainian	70	0.05%
Welsh	748	0.48%
West Indian (except Hisp. groups)	199	0.13%
Other ancestries	62,239	39.55%
Ancestry Unclassified	22,980	14.60%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	112,826	77.01%
Speak Asian/Pacific Island Language at Home	1,390	0.95%
Speak IndoEuropean Language at Home	3,098	2.12%
Speak Spanish at Home	28,764	19.63%
Speak Other Language at Home	433	0.30%

Primary Retail Trade Area • Demographic Profile

Temple, Texas

DESCRIPTION	DATA	%
2021 Est. Population by Age	157,368	
Age 0 - 4	10,858	6.90%
Age 5 - 9	10,855	6.90%
Age 10 - 14	10,657	6.77%
Age 15 - 17	6,277	3.99%
Age 18 - 20	6,687	4.25%
Age 21 - 24	8,304	5.28%
Age 25 - 34	22,062	14.02%
Age 35 - 44	19,127	12.15%
Age 45 - 54	16,971	10.78%
Age 55 - 64	18,199	11.57%
Age 65 - 74	15,394	9.78%
Age 75 - 84	8,364	5.32%
Age 85 and over	3,613	2.30%
Age 16 and over	122,939	78.12%
Age 18 and over	118,721	75.44%
Age 21 and over	112,034	71.19%
Age 65 and over	27,371	17.39%
2021 Est. Median Age		36.47
2021 Est. Average Age		38.70
2021 Est. Population by Sex	157,368	
Male	77,357	49.16%
Female	80,011	50.84%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	77,357	
Age 0 - 4	5,455	7.05%
Age 5 - 9	5,489	7.10%
Age 10 - 14	5,379	6.95%
Age 15 - 17	3,226	4.17%
Age 18 - 20	3,442	4.45%
Age 21 - 24	4,362	5.64%
Age 25 - 34	11,346	14.67%
Age 35 - 44	9,393	12.14%
Age 45 - 54	8,330	10.77%
Age 55 - 64	8,686	11.23%
Age 65 - 74	7,169	9.27%
Age 75 - 84	3,735	4.83%
Age 85 and over	1,344	1.74%
2021 Est. Median Age, Male		34.98
2021 Est. Average Age, Male		37.58
2021 Est. Female Population by Age	80,011	
Age 0 - 4	5,403	6.75%
Age 5 - 9	5,366	6.71%
Age 10 - 14	5,278	6.60%
Age 15 - 17	3,051	3.81%
Age 18 - 20	3,244	4.05%
Age 21 - 24	3,942	4.93%
Age 25 - 34	10,716	13.39%
Age 35 - 44	9,734	12.17%
Age 45 - 54	8,641	10.80%
Age 55 - 64	9,513	11.89%
Age 65 - 74	8,226	10.28%
Age 75 - 84	4,628	5.78%
Age 85 and over	2,268	2.84%
2021 Est. Median Age, Female		37.98
2021 Est. Average Age, Female		39.74

Primary Retail Trade Area • Demographic Profile

Temple, Texas

DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	38,368	30.70%
Males, Never Married	20,646	16.52%
Females, Never Married	17,722	14.18%
Married, Spouse present	57,921	46.34%
Married, Spouse absent	6,991	5.59%
Widowed	8,088	6.47%
Males Widowed	1,939	1.55%
Females Widowed	6,149	4.92%
Divorced	13,630	10.90%
Males Divorced	6,144	4.92%
Females Divorced	7,486	5.99%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	5,003	4.8%
Some High School, no diploma	6,850	6.6%
High School Graduate (or GED)	31,300	30.2%
Some College, no degree	24,019	23.2%
Associate Degree	9,437	9.1%
Bachelor's Degree	16,897	16.3%
Master's Degree	7,012	6.8%
Professional School Degree	1,930	1.9%
Doctorate Degree	1,283	1.2%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	6,137	25.30%
High School Graduate	8,493	35.02%
Some College or Associate's Degree	7,090	29.23%
Bachelor's Degree or Higher	2,534	10.45%
Households		
2026 Projection	65,627	
2021 Estimate	60,793	
2010 Census	51,390	
2000 Census	42,659	
Growth 2021 - 2026		7.95%
Growth 2010 - 2021		18.30%
Growth 2000 - 2010		20.47%
2021 Est. Households by Household Type	60,793	
Family Households	41,773	68.71%
Nonfamily Households	19,020	31.29%
2021 Est. Group Quarters Population	5,667	
2021 Households by Ethnicity, Hispanic/Latino	13,205	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	60,793	
Income < \$15,000	6,356	10.46%
Income \$15,000 - \$24,999	5,647	9.29%
Income \$25,000 - \$34,999	5,567	9.16%
Income \$35,000 - \$49,999	7,683	12.64%
Income \$50,000 - \$74,999	11,452	18.84%
Income \$75,000 - \$99,999	8,001	13.16%
Income \$100,000 - \$124,999	5,687	9.36%
Income \$125,000 - \$149,999	4,044	6.65%
Income \$150,000 - \$199,999	3,516	5.78%
Income \$200,000 - \$249,999	1,342	2.21%
Income \$250,000 - \$499,999	1,183	1.95%
Income \$500,000+	315	0.52%
2021 Est. Average Household Income		\$78,429
2021 Est. Median Household Income		\$60,562
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$64,237
Black or African American Alone		\$44,660
American Indian and Alaska Native Alone		\$60,848
Asian Alone		\$73,275
Native Hawaiian and Other Pacific Islander Alone		\$40,423
Some Other Race Alone		\$51,294
Two or More Races		\$58,135
Hispanic or Latino		\$48,007
Not Hispanic or Latino		\$64,596
2021 Est. Family HH Type by Presence of Own Child.	41,773	
Married-Couple Family, own children	12,560	30.07%
Married-Couple Family, no own children	18,504	44.30%
Male Householder, own children	1,403	3.36%
Male Householder, no own children	1,269	3.04%
Female Householder, own children	4,873	11.67%
Female Householder, no own children	3,165	7.58%
2021 Est. Households by Household Size	60,793	
1-person	16,883	27.77%
2-person	20,600	33.89%
3-person	9,657	15.89%
4-person	7,495	12.33%
5-person	3,702	6.09%
6-person	1,572	2.59%
7-or-more-person	885	1.46%
2021 Est. Average Household Size		2.49

Primary Retail Trade Area • Demographic Profile

Temple, Texas

DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	60,793	
Households with 1 or More People under Age 18:	21,372	35.16%
Married-Couple Family	13,778	64.47%
Other Family, Male Householder	1,694	7.93%
Other Family, Female Householder	5,729	26.81%
Nonfamily, Male Householder	116	0.54%
Nonfamily, Female Householder	54	0.25%
Households with No People under Age 18:	39,421	64.85%
Married-Couple Family	17,288	43.86%
Other Family, Male Householder	982	2.49%
Other Family, Female Householder	2,300	5.84%
Nonfamily, Male Householder	8,551	21.69%
Nonfamily, Female Householder	10,301	26.13%
2021 Est. Households by Number of Vehicles	60,793	
No Vehicles	3,435	5.65%
1 Vehicle	18,287	30.08%
2 Vehicles	25,561	42.05%
3 Vehicles	9,772	16.07%
4 Vehicles	2,771	4.56%
5 or more Vehicles	966	1.59%
2021 Est. Average Number of Vehicles		1.91
Family Households		
2026 Projection	45,171	
2021 Estimate	41,773	
2010 Census	35,018	
2000 Census	29,965	
Growth 2021 - 2026		8.13%
Growth 2010 - 2021		19.29%
Growth 2000 - 2010		16.86%
2021 Est. Families by Poverty Status	41,773	
2021 Families at or Above Poverty	37,491	89.75%
2021 Families at or Above Poverty with Children	15,925	38.12%
2021 Families Below Poverty	4,282	10.25%
2021 Families Below Poverty with Children	3,549	8.50%
2021 Est. Pop 16+ by Employment Status	122,939	
Civilian Labor Force, Employed	70,378	57.25%
Civilian Labor Force, Unemployed	3,839	3.12%
Armed Forces	661	0.54%
Not in Labor Force	48,061	39.09%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	69,541	
For-Profit Private Workers	45,720	65.75%
Non-Profit Private Workers	7,248	10.42%
Local Government Workers	3,418	4.92%
State Government Workers	2,166	3.12%
Federal Government Workers	5,338	7.68%
Self-Employed Workers	5,478	7.88%
Unpaid Family Workers	171	0.25%
2021 Est. Civ. Employed Pop 16+ by Occupation	69,541	
Architect/Engineer	777	1.12%
Arts/Entertainment/Sports	1,004	1.44%
Building Grounds Maintenance	3,623	5.21%
Business/Financial Operations	2,418	3.48%
Community/Social Services	1,103	1.59%
Computer/Mathematical	1,572	2.26%
Construction/Extraction	4,372	6.29%
Education/Training/Library	5,122	7.37%
Farming/Fishing/Forestry	362	0.52%
Food Prep/Serving	4,182	6.01%
Health Practitioner/Technician	7,072	10.17%
Healthcare Support	2,004	2.88%
Maintenance Repair	2,623	3.77%
Legal	348	0.50%
Life/Physical/Social Science	332	0.48%
Management	5,000	7.19%
Office/Admin. Support	7,595	10.92%
Production	3,954	5.69%
Protective Services	2,080	2.99%
Sales/Related	5,748	8.27%
Personal Care/Service	1,873	2.69%
Transportation/Moving	6,375	9.17%
2021 Est. Pop 16+ by Occupation Classification	69,541	
White Collar	38,091	54.78%
Blue Collar	17,324	24.91%
Service and Farm	14,126	20.31%
2021 Est. Workers Age 16+ by Transp. to Work	69,299	
Drove Alone	56,934	82.16%
Car Pooled	6,907	9.97%
Public Transportation	140	0.20%
Walked	1,077	1.55%
Bicycle	102	0.15%
Other Means	480	0.69%
Worked at Home	3,659	5.28%

Primary Retail Trade Area • Demographic Profile

Temple, Texas

DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	24,124	
15 - 29 Minutes	24,551	
30 - 44 Minutes	9,938	
45 - 59 Minutes	3,921	
60 or more Minutes	3,649	
2021 Est. Avg Travel Time to Work in Minutes		24
2021 Est. Occupied Housing Units by Tenure	60,793	
Owner Occupied	39,598	65.14%
Renter Occupied	21,195	34.86%
2021 Owner Occ. HUs: Avg. Length of Residence		14.65
2021 Renter Occ. HUs: Avg. Length of Residence		5.75
2021 Est. Owner-Occupied Housing Units by Value	60,793	
Value Less than \$20,000	766	1.93%
Value \$20,000 - \$39,999	1,446	3.65%
Value \$40,000 - \$59,999	1,696	4.28%
Value \$60,000 - \$79,999	2,247	5.68%
Value \$80,000 - \$99,999	2,404	6.07%
Value \$100,000 - \$149,999	7,682	19.40%
Value \$150,000 - \$199,999	7,853	19.83%
Value \$200,000 - \$299,999	7,984	20.16%
Value \$300,000 - \$399,999	3,612	9.12%
Value \$400,000 - \$499,999	1,874	4.73%
Value \$500,000 - \$749,999	1,382	3.49%
Value \$750,000 - \$999,999	452	1.14%
Value \$1,000,000 or \$1,499,999	135	0.34%
Value \$1,500,000 or \$1,999,999	37	0.09%
Value \$2,000,000+	28	0.07%
2021 Est. Median All Owner-Occupied Housing Value		\$171,798
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	46,669	70.84%
1 Unit Attached	1,191	1.81%
2 Units	2,385	3.62%
3 or 4 Units	1,800	2.73%
5 to 19 Units	5,919	8.98%
20 to 49 Units	1,303	1.98%
50 or More Units	1,777	2.70%
Mobile Home or Trailer	4,720	7.16%
Boat, RV, Van, etc.	118	0.18%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	9,323	14.15%
Housing Units Built 2010 to 2014	4,092	6.21%
Housing Units Built 2000 to 2009	11,505	17.46%
Housing Units Built 1990 to 1999	7,740	11.75%
Housing Units Built 1980 to 1989	8,805	13.37%
Housing Units Built 1970 to 1979	8,640	13.11%
Housing Units Built 1960 to 1969	5,047	7.66%
Housing Units Built 1950 to 1959	5,124	7.78%
Housing Units Built 1940 to 1949	2,184	3.32%
Housing Unit Built 1939 or Earlier	3,421	5.19%
2021 Est. Median Year Structure Built		1990

About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts – all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.



The **Retail**Coach®

ACKNOWLEDGMENTS

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Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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